

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Avi Moskowitz et al. Art Unit : 2179
Serial No. : 10/721,045 Examiner : Eric A. Wiener
Filed : November 21, 2003 Confirmation No.: 5043
Notice of Allowance Date: March 26, 2008
Title : PERSONALIZED, CUSTOMIZED ACHIEVEMENT RECOGNITION ITEMS

MAIL STOP ISSUE FEE

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

RESPONSE TO NOTICE OF ALLOWANCE

In response to the Notice of Allowance mailed March 6, 2008, enclosed is a completed issue fee transmittal form PTOL-85b. The required issue fee and publication fee in the amount of \$1020 are being paid concurrently herewith on the Electronic Filing System (EFS) by way of Deposit Account authorization.

COMMENTS ON REASONS FOR ALLOWANCE

The Examiner's allowance of the claims is appreciated. The Applicant submits the following comments concerning the Examiner's Reasons for Allowance cited in the Notice of Allowability. It is the subject matter of each claim as a whole that is patentable, not any particular feature recited in the claim(s). The Applicant does not concede that the reasons for allowance given by the Examiner are the only reasons that make the claims allowable and does not make any admission or concession concerning the Examiner's statement.

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Attorney's Docket No.: 16157-002001

Please apply any additional charges or credits to our Deposit Account No. 06-1050.

Respectfully submitted,

Date: 5/6/08

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